



Meeting of the Arlington Commission on Arts and Culture

February 7, 2019 at 7:00 PM
Arlington Center for the Arts

Meeting was called to order at 7:00 pm

Attending: Adria Arch, Stephanie Marlin-Curiel, Steve Poltorzycki, Janet Oberto, Ali Carter, Cristin Bagnall, Tom Davison, Kimberly Harding, Beth Locke, Andrea Nicholay, Aneleise Ruggles, Stewart Ikeda, Linda Shoemaker

Absent: Tom Davison, Lidia Kenig-Scher

Treasurer's Report

Steve Poltorzycki presented the Treasurer's Report noting that all is on track, watching expenses, noted expenses recorded and that \$600 was moved to marketing line.

Action Committee Updates

- *Marketing Committee* update—Janet Oberto and Stewart Ikeda presented the marketing update. The committee was updated on web matters: news submission and content submission forms were shown while a “brainstorming” sign-up sheet was circulated for news story topics. Main site functions under improvement were explained (Join Newsletter and Facebook, Submit relevant listings, Search/View events and listings, Donate) as were the establishment of key performance indicators and distributed authorship of content. Janet reported on her recent meeting with the Cultural District marketers (Beth Locke, Jan Whitted, and Linda Shoemaker.) ACAC promotion to extend awareness beyond our town borders was introduced (Rec Guides, ACMI, Advocate/Your Arlington, Patch, etc.). Stewart recommended integrating school interests into the website and shared his work to establish school activity partnerships. The need was expressed for an internal calendar to allow committees to work anticipate, plan and schedule work together.
- *Programs & Festivals* update – Cristin Bagnall reported that the committee has received enthusiastic feedback on the breadth of the program planned for 2019 and great progress is being made. It is the goal of the committee to have a draft schedule by early March with activities and the public spaces to be used. A discussion was held with the Arlington Center merchants for activities around Medford Street that include the possibility of closing the street for June 29th.

- *Fundraising* update - Research of best practices is near complete. There is not a lot of information available to draw practices and conclusions from. Easthampton was the most helpful. It was suggested that Worcester be contacted. The committee has given further consideration to the sale of posters for local events. Stephanie asked if the committee needs to have a budget for expenses. Ali Carter noted that we do not have business cards of any sort.
- *Public Art* update: Cecily Miller is due to return during the last week of February. The *Chairful* fundraiser was confirmed for June 8th (rain date June 9th), to be held at the same time as *Porchfest*, across the street from the Beer Garden. A theme needs to be decided, a workshop will be planned for those who wish to paint chairs, and publicity planned. It was affirmed that we will go with what has worked best in the past and to improve we will maximize the event through synergies with *Porchfest* including publicity. Additional Haiku has been funded and installed by Kickstand. In response to the committee's desire to address hate crimes through public art, the idea of partnering with the Human Rights Commission was introduced and ideas for how we might collaborate were requested.
- *Grants Committee* update: Kimberly Harding reported that a very successful grants cycle has been completed and detailed the awards. The reception will be held at the Robbins Library on April 23rd at 6:00 PM. The Commissioners are encouraged to attend. Kimberly asked for reception programming ideas including ways to increase participation and create an engaging program for the night. Can we invite and celebrate donors during the evening? Should those receiving awards perform? Andrea Nicolay suggested that we have a video booth and that small branded shorts be produced for the website. The grants committee needs volunteers, it was suggested that a call be placed on the website. A wider call for grant submissions is needed for the next cycle.
- *Cultural District* update – Andrea Nicolay announced that we will participate in *ArtWeek* (April 26th – May 26th) a statewide, innovative festival featuring hundreds of creative experiences that are hands-on and interactive with behind-the-scenes access to artists and the creative process. *ArtWeek* is presented by Highland Street Foundation, produced by the Boch Center, the Mass Cultural Council and we will work with the Massachusetts Office of Travel and Tourism with the intent of supporting and showcasing the Commonwealth's creative economy. Andrea noted the \$5,000 MCC grant check was received; the MAPC grant application to fund impact analysis was submitted with the decision pending.

New Business

The decision was made to invite *True Story Theater* to work with us within the next several months. We agreed that we have come together well as a newly configured commission and have been working hard. This activity will ensure that we are collaborating well and assist us in keeping our work fresh and creative.

The next meeting will be on March 7, 2019.

The meeting was adjourned at 8:30 PM.